



Emad Ibrahim

Front Office Manager

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Dubai, UAE

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July 01, 1984

A hospitality management professional with over 14 years of international experience across hotels and resorts. Driven to improve operational efficiency and boost revenues through innovative management techniques. Able to quickly understand complex concepts, identify, solve problems, and implement systems that optimize productivity, guest satisfaction, and increase bottom line. Highly skilled in driving positive profitability & guest satisfaction given strong background in Rooms Division.

Work Experience



Front Office Manager

Expo Village – Expo 2020 Dubai

(2100 Guest Units – 15 Towers – 5000 Guests)

04/2020 – Present

Dubai, UAE

Achievements

- Pre-opening team for the Expo Village Project.
- Built a team of 197 members. (full manning hiring)
- SOP creation and Job Description for all FO roles.
- Trained whole FO team on all standards.
- In charge of Guest Experiences for Expo 2020 Dubai.
- Applied KeySuite App for the 1st time in UAE & ME.



Complex Front Office Manager

Swissôtel Al Murooj Dubai ★★★★★

(534 Guest Units)

05/2017 – 03/2020

Dubai, UAE

Achievements

- In charge of FO, Security, Recreation & Spa.
- Improved Reputation Scores - TA, Booking.com.
- Achieved Annual Brand Audit score at **94%**.
- Achieved Rooms Profitability Ratio of **81%** Yr. 2019.
- Cross trained in HK Management for 95 hrs.
- Replacing the GM in his absence and annual leaves.
- Member of the Executive Committee of the Hotel.
- Increased Mystery Shopper Audit Scores by **10%**.
- Doubled Upselling Revenue Vs. Previous Yr. **200%**.



Assistant Front Office Manager

Grand Millennium Dubai ★★★★★

(342 Guest Units)

09/2015 – 01/2017

Dubai, UAE

Achievements

- **TripAdvisor** - Advanced Hotel more than **100** Rank.
- Increased Market Metrix FO figures by **10 to 15%**.
- LRA Quality increase from 2 sigma 85% to 3 sigma 94%.
- Upselling Revenue increase of **25%** in 2016 Vs. 2015.



Guest Services - Night Manager

Jumeirah Zabeel Saray ★★★★★

(451 Guest Units)

11/2012 – 08/2015

Dubai, UAE

Achievements

- Increased J.D power scores for C/in & C/out by 15%.
- LQA audit improve of 4% for FO index.
- Re-engineered Guest Experiences (Arrival, Departure).
- Achieve upsell revenue 2.5% of total rev. target 1.5%.

Skills

Guest Satisfaction

P&L Financial Analysis

Problem Solving

Profitability Oriented

Revenue Generation

Team Training

Previous Experience



Iberotel Miramar Aqah Resort ★★★★★ (321 Units)

(03/2010 – 11/2012) Assistant Front Office Manager FUJ., UAE



Concorde El Salam Hotel ★★★★★ (725 Units)

(01/2009 – 03/2010) FO Supervisor Sharm El Sheikh, EGY



Mövenpick Taba Resort ★★★★★ (442 Units)

(04/2008 – 01/2009) FO Shift Leader Taba, EGY



InterContinental Taba Resort ★★★★★ (503 Units)

(03/2007 – 03/2008) Front Desk Clerk Taba, EGY

Education

09/2001 – 05/2006

B. A. in Languages - English & Italian Cairo, EGY

Languages

Arabic
Native

English
Fluent

Italian
Elementary

Russian
Beginner

Honor Awards

Certificate of Excellence
(04/2019) Swissotel Al Murooj

Manager of the Quarter
(03/2014) Jumeirah Group

Appreciation Certificate
(12/2008) Mövenpick Hotels

Top Upseller
(2008) Starwood Hotels

Additional Courses

Accor Live Limitless (ALL), **Accor**

Heartist (Satisfaction), **Accor**

TSA Solutions Upselling

Analyzing Departmental **P&L**

Housekeeping Management (Cross Training) 95hrs - **Accor**

References

Mr. Nael El Waary - Cluster General Manager ACCOR
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